

REMARKS

Claims 17, 22, 23, and 26-28 are pending in the present application. In this Amendment, Applicants cancel claims 1, 3-16, and 19-21 from further consideration in this application. Applicants amend claim 17 to incorporate features from previously presented claims 19-21. No new matter is added by this Amendment. Applicants do not concede that the subject matter encompassed by the claims prior to this Amendment is not statutory or patentable over the art cited by the Examiner. Applicants amend the claims solely to facilitate expeditious prosecution of allowable subject matter. Applicants respectfully reserve the right to pursue the claims as presented prior to this Amendment and additional claims in one or more continuing applications.

I. Telephone Interview

Applicants thank Examiner Alam for the courtesies extended to Applicants' representative during the June 16, 2008, telephone interview. During the telephone interview, the above amendments and the distinctions of the claims over the cited art were discussed. Examiner Alam agreed that the above amendments overcome the current rejections on record and, pending an updated search, would place the application in condition for allowance.

II. 35 U.S.C. § 103, Alleged Obviousness of Claims 17, 19-23, and 26-28

The Office rejects claims 17, 19-23, and 26-28 under 35 U.S.C. § 103(a) as allegedly being unpatentable over *Krasnow et al.* (U.S. Patent Publication No. 2003/0226141) in view of *Logan et al.* (U.S. Patent Publication No. 2006/0218579) and *Logan* (U.S. Patent Publication No. 2008/0052739). Applicants respectfully traverse this rejection.

In the telephone interview on June 16, 2008, Applicants presented distinctions between the claims and the applied prior art. More particularly, Examiner Alam agreed that incorporating the features of claims 19-21 into independent claim 17 would overcome the rejections on record and, pending an updated search, would place the

application in condition for allowance. The substance of the telephone interview is summarized in the following remarks.

Krasnow does not teach a screening system. End users may interact with interactive advertisements; however, in *Krasnow*, users do not mark start and end times of content of interest segments. The references to *Logan et al.* and *Logan* do not teach generating both a real time screening signal and a precision screening signal. *Krasnow* does not make up for the deficiencies of *Logan et al.* and *Logan*. Even if a person of ordinary skill in the art were motivated to combine *Krasnow*, *Logan et al.* and *Logan*, the proposed combination would not result in the claimed invention. To the contrary, a combination of *Krasnow*, *Logan et al.*, and *Logan* would result in a system wherein an operator/editor uses an editing unit to mark a broadcast with a marking signal and the end user is able to interact with interactive advertisements. However, a combination of *Krasnow*, *Logan et al.*, and *Logan* would **not** result in a method for screening broadcast programming that comprises receiving broadcast programming on a broadcast channel, presenting the received broadcast programming to a user in real time, receiving user input from a real time screener, the user input comprising real time screening information having at least a content of interest start time and end time that define a content of interest segment based on the received broadcast programming, storing the received broadcast programming, receiving the stored broadcast programming and the real time screening information, presenting portions of the stored broadcast programming before and after the start time and end time, receiving user input from a precision screener, the user input comprising precision screening information having a precise start time and end time for the content of interest segment based on the portions of the stored broadcast programming, generating a real time screening signal based on the real time screening information, and generating a precision screening signal based on the precision screening information.

Furthermore, *Krasnow*, *Logan et al.*, and *Logan*, taken individually or in combination, fail to teach or suggest receiving user input from a plurality of real time screeners, the user input comprising at least a content of interest start time and end time defining a content of interest segment based on the broadcast programming, and generating the real time screening information based on the user input from the plurality

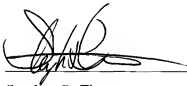
of real time screeners, wherein generating the real time screening information based on the user input from the plurality of real time screeners comprises reconciling differences in delay among one or more of the plurality of real time screeners to generate reconciled content of interest segment information, as previously recited in claims 19-21 and now incorporated into independent claim 17.

Therefore, Applicants respectfully request withdrawal of the rejection of claims 17, 22, 23, and 26-28 under 35 U.S.C. § 103(a).

III. Conclusion

It is respectfully urged that the subject application is now in condition for allowance. The Examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the Examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'S. Tkacs', with a long horizontal flourish extending to the right.

DATE: June 19, 2008

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